

# Montagu refreshes product, branding and distribution strategy

South African snack foods brand Montagu is increasing its retail distribution and has unveiled a refreshed brand identity, including a logo and packaging redesign.

Created in partnership with creative agency, Just Design, Montagu's new look was created to reflect the brand's story of "quality snacks with small town goodness". According to the company, despite the fact that promoting health and wellness has played a significant role in the brand's operating philosophy for 25 years, it was not at the core of its brand identity.

"Montagu's iconic bright orange branding is well-recognised amongst its target audience and it would not be wise to alter it too drastically at this point. Whilst the colour remains a key part of the brand's identity, the new logo features a cleaner design against a white canvas and is accented with a look and feel that is unmistakably wholesome, simple and contemporary," says new CEO Lourens van Rensburg.

"Our brand is inspired by some of the world's most delicious ingredients. It's also packed with care by people living in a small town with a big heart. This ensures that we continue to operate with a philosophy that respects small-town values and fosters a sense of togetherness. We love bringing these concepts together to create tasty snacks that deliver the best possible nutrition. The new packaging reinforces our belief that healthy snacks should be vibrant, relevant and purposeful," he continues.

Initial changes will be reflected across the company's marketing elements as of August this year.

## Refreshed product focus

In addition to the rebrand, Montagu, a division of Acorn Agri & Food, has altered its strategy to only provide consumers with healthier snacks – with either reduced/no added sugar and preservatives. The revolution in the product portfolio is a 3-year plan, which will take time to implement, the company says.

"We regard it as part of our responsibility to play a role in providing consumers with healthier snack options and have decided to strive towards a cleaner ingredients list. As we intend to become the most trusted snack brand in South Africa and Africa, this is certainly a step in the right direction," says Van Rensburg.

The brand's new product portfolio includes more than 120 good-for-you products and ever-increasing natural offerings - including dried fruit, raisins, nuts, seeds, energy-full bars, fruit rolls and balls, natural sweets and various other combinations, which are sustainably sourced and handpicked to promote ethically and environmentally-conscious farming.



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## Improving Montagu's accessibility

Van Rensburg further emphasised how the issue of accessibility has become a key focus area in the brand's new strategy. "It should be noted that when we refer to accessibility – we're referring to both the price margin and how easy it is to purchase the products. Montagu has always strived to sell its products at affordable prices – this remains a core part of the brand's operating philosophy."

"In addition, whilst we have had Montagu franchises all over South Africa for several years (and will continue to have going forward), this has still limited certain consumers from accessing our products. As a result, we have decided to partner with a number of retailers and convenience stores across the country to add to our footprint and make the much-loved Montagu products easier to purchase," he concludes.

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